Friday, January 20, 2012 ★★ 11 sections / Vol. 27 / No. 43 P18 | Mobile Alert: Text INQ ON BREAKING to 4467 | www.inquirer.net Twitter: @inquirerdotnet

PHILIPPINE DAILY INQUIRER



AS LUCK WOULD HAVE IT President Aquino gestures as he talks to Thai Prime Minister Yingluck Shinawatra during a luncheon in her honor on Thursday in Malacañang. The Thai leader and her Cabinet met with their Filipino counterparts during their six-hour official visit in the country, her first since becoming her country's first female PM. (Story below)

CJ SALNs undervalued

Impeach court starts retracing CJ's ascent

By Michael Lim Ubac

WITH THE summer of Chief Justice Renato Corona's statements of assets, liabilities and net worth (SALNs), the impeachment court has begun to retrace the steps he took before he assumed the top post of the Supreme Court in 2010.

Although tedious, the process allows the nation to see how this jurist—who has described himself as being of a family "of no ordinary means"—walked the corridors of power under two administrations in a political and legal career spanning two decades.

After two days of delay, the presentation of evidence and witnesses on Article 2 of the impeachment complaint, which began on Wednesday and con-

IMPEACH A19



'MANO PO' Retired Supreme Court Associate Justice Serafin Cuevas, head of the defense team, appears amused as Mario Bautista, a private lawyer of the House prosecution team, kisses his hand before the start of the impeachment trial at the Senate on Thursday.

Defense decries Drilon 'rescue'

By Marlon Ramos and Cathy C. Yamsuan

DEFENSE lawyers yesterday expressed concern that some senators were acting as "substitutes" for fumbling House prosecutors in the impeachment trial of Chief Justice Renato Corona.

Serafin Cuevas, Corona's lead counsel, lamented how Sen. Franklin Drilon saved the day for the prosecution and compelled Enriqueta Vidal, the Supreme Court clerk of court, to release to the impeachment court the chief magistrate's statement of assets, liabilities and net worth (SALN) without authorization from the

DEFENSE A18

Mike A defends Corona: He's a 'very upright man' • Aquino set to authorize release of CJ's tax records • Cuevas shrugs off conflict of interest raps • Law school professor clashes with 'student' / A18

2 witnesses testify on Corona properties

By Christian V. Esguerra, Cathy C. Yamsuan and TJ Burgonio

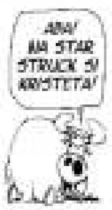
HOUSE prosecutors accusing Chief Justice Renato Corona of amassing ill-gotten wealth yesterday showed evidence that he had undervalued his properties in his officially declared assets.

Based on his statement of assets, liabilities and net worth (SALN) submitted to the Senate on Wednesday, Corona's net worth was P14 million in 2002, jumping to P22 million in 2010 when he became chief magistrate.

The documents introduced yesterday showed that Corona declared a property at the swank La Vista in Quezon City at P3 million when it was bought for P16 million; the Bellagio penthouse in Taguig at P6.8 million acquired for P14.5 million; a unit in the Ridge, also in Taguig, at P2.3 million bought for P9 million; the Burgundy condo in Quezon city at P921,000 taken at P2.5 million; and the Columns condominium in Makati P1.2 million that was purchased for P3.5 million.

But the prosecution was also

CJ MAIN A19



The Yingluck club: Kris plays matchmaker again

By Christine O. Avendaño

SHE CAME, she saw—and she conquered Kris Aquino.

Thai Prime Minister Yingluck Shinawatra so impressed President Aquino's celebrity sister that Kris said in her Twitter account yesterday that the 44-year-old Thai leader and the 51-year-old Mr. Aquino looked like a lovely pair.

THE YINGLUCK A17

'Tapsilog' on dinner menu of Roman-Shalani wedding

By Alex Y. Vergara

IMAGINE a variation of "tapsilog" as well as "dirty ice cream" in the dinner menu of what promises to be the wedding of the year.

These less-than-elegant food items are favorites of the engaged couple, Pasig City Rep. Roman Romulo, 44, and Valenzuela City Councilor Shalani Soledad, 31, and best reflect the casual ways by which they are known to their friends and constituents.

It is thus no surprise that they included these favorites in the dinner menu while planning

'TAPSILOG' A17

Lagman quits minority, GMA

HE COULD not serve a group that chooses to blindly follow former President Gloria Macapagal-Arroyo.

Albay Rep. Edcel Lagman yesterday quit as House minority leader and resigned as chair and member of the Lakas-CMD party, ending weeks of battle with Quezon Rep. Danilo Suarez for the leadership of the small group of opposition lawmakers in the House of Representatives.

Suarez earlier said he and Lagman had a term-sharing agreement for the leadership of the minority. But Lagman said that there was no such agree-

LAGMAN A17



'ZOODIAC' SIGNS A green Malaysian iguana (representing 2012, the Year of the Dragon) bids goodbye to two rabbits (representing 2011, the Year of the Rabbit) as "Pity" the tiger watches at the Malabon Zoo on Thursday. The country celebrates the Chinese Year of the Water Dragon on Monday, Jan. 23.

WHAT'S INSIDE

Second FrontPage

WEATHER FORECAST

[illegible]

EZ2		
28	23	
12	10	
13	23	

SUERTRES		
2	3	4
5	9	8
1	8	1

SIX DIGIT: 7 6 9 9 8 4

6/42 LUZ-VIS-MIN: 10 11 13 17 28 34 — P9,562,590.00

SUPERLOTTO 6/49: 11 24 26 29 39 49 — P18,757,139.20

Mike A wants chopper case dropped

By Leila B. Salaverria

THE HUSBAND of former President Gloria Macapagal-Arroyo has asked the Office of the Ombudsman to dismiss the graft complaint filed against him in connection with the 2009 sale of used helicopters allegedly passed off as brand-new to the Philippine National Police (PNP).

[illegible]

Anomalous

[illegible]

Incredible

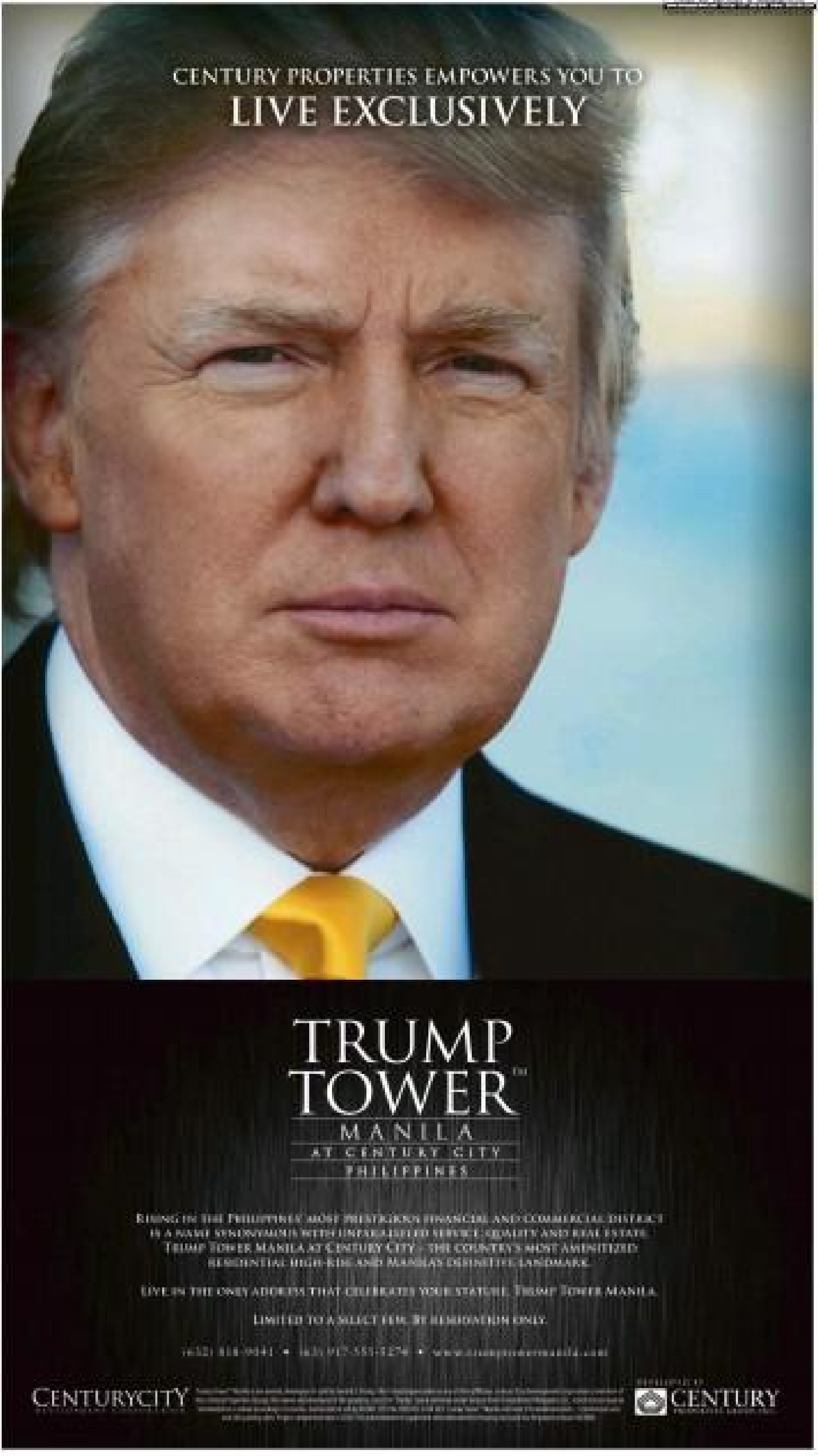
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Loan to Lionair

[illegible]



INCREDIBLE STORY Mike Arroyo shows his counter-affidavit after filing it with the Office of the Ombudsman in Quezon City.


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Baguio not as cold as usual

Lowest temperature

Soledad Ligaya-Gida; 80









LINKED TO KIDNAP-EXTORT

NBI chief ordered axed

Gatdula's culpability

Conspiracy





Farmers slam Luisita for seeking Corona's inhibition

'Impeachment trial to define PH maturity as democracy'







How to choose treatment method after being diagnosed as cancer?

— The comprehensive antitumor effect could be multiplied by blocking the blood vessels of the tumor!



Gov't warned against bidding out LTO contract

By Paolo G. Montecillo

THE COMPANY that currently holds the contract to supply information technology to the Land Transportation Office (LTO) has warned the government against prematurely bidding out a new multibillion-peso contract lest it be cited for violation of the country's procurement laws.

In a statement, Stradcom Corp. reiterated that a provision in its existing contract with the LTO gave it the option to renew.

Likewise, Stradcom said, the Department of Transportation and Communications (DOTC) still needed to get the approval of the National Economic and Development Authority's Investment Coordination Committee (Neda-ICC) before proposals from bidders could be entertained.

"The LTO has been hell-bent on bidding out the Stradcom contract since (last year) but Stradcom's contract expires in 2003," the company said on Thursday.

Earlier this month, the DOTC published a call for interested contractors to submit proposals for a new IT contract for the LTO.

"The renewal clause in our contract is very specific. Therefore, if Stradcom offers any proposal to renew, it should not be summarily denied," Stradcom president Cezar Quiambao said.

He said that given the amount of money Stradcom had spent—over ₱300 million (₱4 billion to ₱5 billion) over the last decade—getting a new contractor who would have to replace all the equipment owned by Stradcom would be highly "disadvantageous" to the government.

"Now why would the government spend unnecessarily when they could talk to us? We are willing to negotiate and to enhance our systems," Quiambao said.

Sought for comment, Neda Director General and Cayetano Paderanga said he was not aware of a new bidding for the IT contract.

The DOTC, for its part, clarified that although preparations were being made for a new IT contract, no formal bidding had started.

















Meralco service at work.

TUESDAY TO WEDNESDAY, JANUARY 24 - 25, 2012

BULACAN (SAN RAFAEL)

WEDNESDAY, JANUARY 25, 2012

CAVITE (DASMARIÑAS CITY AND GEN. TRIAS)

MAKATI CITY AND PASAY CITY

WEDNESDAY TO THURSDAY, JANUARY 25 - 26, 2012

MANILA (TONDO)

MANDALUYONG CITY

FRIDAY, JANUARY 27, 2012

MANDALUYONG CITY, MAKATI CITY AND MANILA

SUNDAY, JANUARY 29, 2012

MANILA (ERMITA)

QUEZON PROVINCE (LUCENA)

QUEZON CITY

MAKATI CITY

Skipper abandoned doomed ship, say Pinoy crew men

Hypothermia

Skipper arrested

Medical tests

COA: ₱12-B in Customs tax refunds illegal

By Leila B. Salaverria

THE COMMISSION on Audit (COA) has questioned more than ₱12 billion worth of tax refunds that the Bureau of Customs (BOC) had approved in 2010, saying they were illegal and not allowed under the Tariff and Customs Code of the Philippines.

But the BOC has contested the audit findings, saying there are many bases for granting refunds.

The COA said the BOC had approved illegal drawback of customs duties amounting to ₱12.76 billion. These were not among the allowed drawback of customs duties and taxes under Section 106 of the the Tariff and Customs Code of the Philippines (TCCP), it said.

Illegal drawback

Illegal drawback of customs duties and taxes were approved by BOC amounting to ₱12.764 billion for [calendar year] 2010 contrary to Section 106 of the TCCP, it said in its 2010 report on the customs bureau.

Under the TCCP, drawbacks are allowed for imported fuel used for vessels engaged in coastwise trade or trade with foreign countries, petroleum oils obtained from bituminous minerals, crude commonly used to generate electric power and manufacture city gas, and articles made from imported materials used in the manufacture of articles for export.

The COA noted that the BOC had approved refunds for value-added tax (VAT), input tax, customs duties paid for fuel and petroleum products bought from Petron, exportation of petroleum products in its original form to Vietnam, and fees paid on importation of crude oil and petroleum products for 2002 to 2003, among others.

The BOC, however, said duty drawbacks under the TCCP is just one of the refund mechanisms under the code.

Other bases

There are also other bases for the grant of duty or VAT refund, and these are found in other sections of the TCCP for ordinary claims arising from double payments, partial cases, reduction in rates of duty due to Free Trade Agreements or executive orders and other special laws, executive orders and international agreements that grant exemption from the payment of duties and taxes.

But the COA issued a reminder and said none of the ₱12.7 billion tax credit certificates fell under the refund mechanisms mentioned.

The BOC also told the audit agency that VAT refunds and excess input VAT paid on imports that were evaluated, processed and approved by the Bureau of Internal Revenue, it said the BOC, being deputized by the BIR to collect VAT on importations, is allowed to issue corresponding tax credit certificates on excess input VAT paid on importations.

It also said it issued the tax credit certificates pursuant to an agreement between the BOC and BIR dated April 6, 1998.

The COA, however, said the tax credit certificates issued for VAT refunds and excess input VAT evaluated by the BIR were not within the ambit of Section 106 of the TCCP.

Comelec body pushes scanners for 2013 polls

By Jocelyn Uy

THE COMMISSION on Elections Advisory Council (CAC) on automation has decided to again adopt the optical mark reading (OMR) technology as their preferred method for computerized voting in the 2013 midterm elections.

The CAC has selected OMR as their technology of choice, subject to approval of the Comelec en banc, Commissioner Armando Velasco told reporters in a chance interview yesterday.

"The CAC has submitted its recommendation, and it's OMR. Remember that the Precinct Count Optical Scan machines used OMR [in the 2010 elections]," Velasco said, adding that the CAC's choice was relayed first to the Comelec's steering committee for the 2013 polls headed by Commissioner Lucenito Tagle.

"It's being discussed in steering committee. Maybe next week we can discuss it in the en banc," Velasco added.

Comelec spokesperson James Jimenez said he was not surprised by the CAC's choice and said he thinks the commissioners would accept the OMR.

"Even before, OMR was always the most logical choice for a lot of reasons. First, the voter education for the [OMR] has been really laid down. The people know how to use the system. It will be an easy task to teach them. If a new technology is used, you start from zero," he explained.

Jimenez said the commission en banc would still make the ultimate decision, but thinks it's most likely that the OMR would be accepted as the purpose of the CAC is to recommend a suitable voting technology.

"The only only thing we can expect is they [the commissioners] will be very specific in the safeguards of the system. That's also the big issue in 2010. Many people did not question OMR as a system but on the security could have been better. I think that is what is expected from the CAC. I think the choice is obvious but I think the more important thing is they [CAC members] will be more specific on the kind of security they want to have," he added.












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CONSECUTIVE
TRIPLE CROWN
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PHILIPPINE DAILY INQUIRER

OPINION

Offensive

EDITORIAL



Impeachment trial crawling like a snail

AS I SEE IT

Neal H. Cruz

Enrile and the Davide mystique

PASSION FOR REASON

Raul C. Pangalangan

A ruling with social implication

ANALYSIS

Amando Doronila



Wishing lanterns

PINOY KASI

Michael L. Tan



Walking in another's skin

AT LARGE

Rina Jimenez-David



Reform and revolution

LOOKING BACK

Ambeth R. Ocampo



Stay in office—CJ urged

LETTERS

[illegible]

Penchant for disregarding law runs in Aquino family

[illegible]



SENATOR-JUDGES on the first day of the impeachment trial against Chief Justice Corona

Top-to-bottom revamp of judicial branch necessary

[illegible]

Corona is not Judiciary and Judiciary is not Corona

[illegible]

Past is past, the future is at stake

[illegible]

Across the NATION

Funds for hospital food restricted

By Joey Gabieta
Inquirer Visayas

TACLOBAN CITY—Funds for food for indigent patients at a hospital run by the Eastern Samar provincial government had stopped coming, forcing hospital staff to dig into their pockets to feed the poor patients and raising the specter of the patients being left to fend for themselves.

[illegible]



PARLOR

NEWSBRIEFS

CEBU CITY

Sinulog frenzy masks theft



[illegible]

'Pili' soon to be Bicol's intellectual property

[illegible]

Arrest shows logging penetrated protected park

[illegible]

DAVAO CITY

Davao water rates to increase

[illegible]

Grenade kills boy who found it

[illegible]

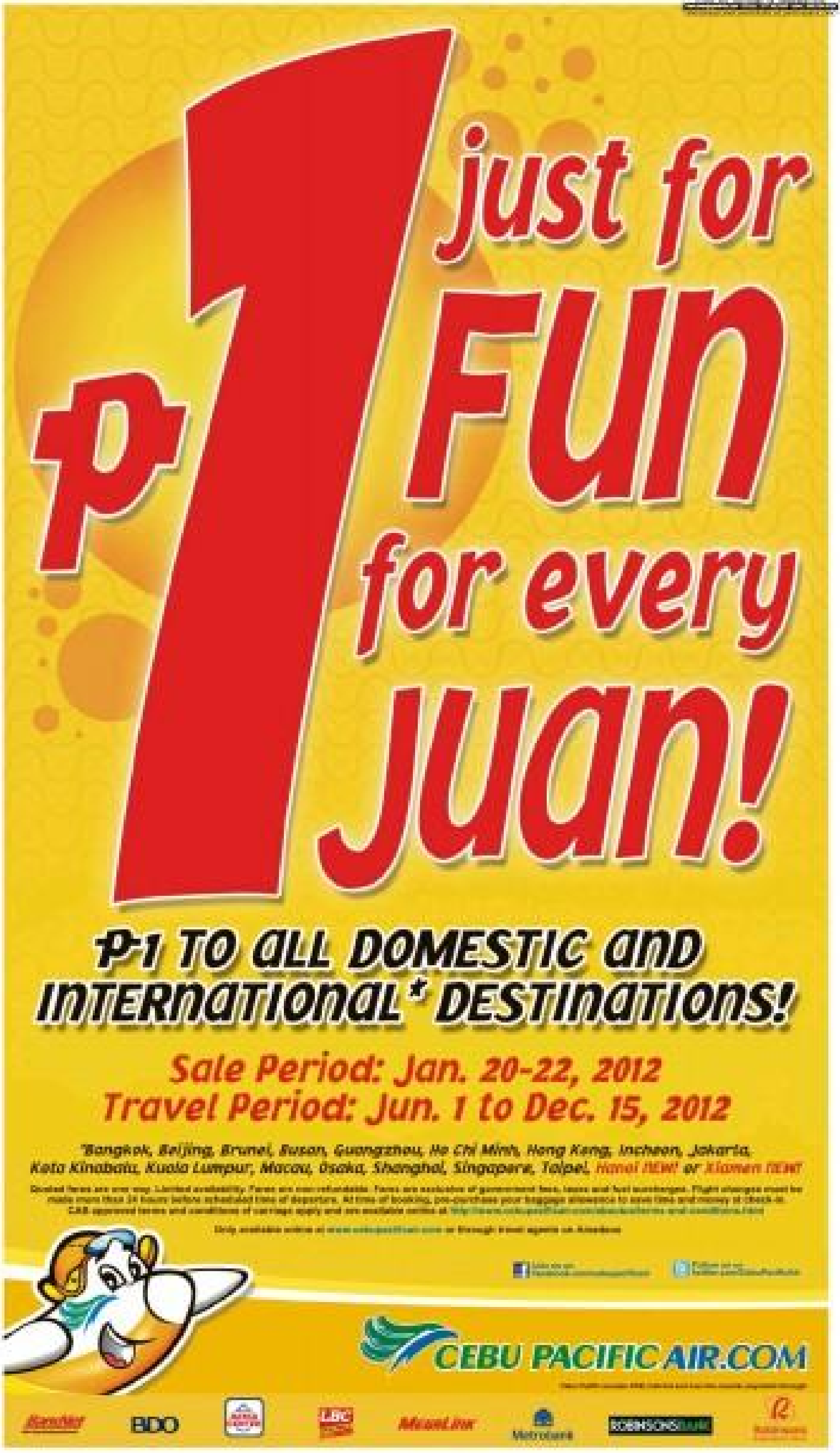
In CamSur town, relocation tough but safety prime concern

'As they say, it is better to be safe than sorry...'

[illegible]



[illegible]


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ROBINSONS

Palace says it's up to Ombudsman to probe Midas on WB fund mess



Multiple positions

Lagman quits minority post, GMA party, turns independent

Arroyo's anointed

'Tapsilog,' not just romance, on dinner menu of Roman-Shalani wedding



Dirty ice cream, too

Relaxed bride

No cleavage, bare back

Entourage, giveaways

Secret wedding cake

The Yingluck club: Irrepressible Kris plays matchmaker again



Yingluck's preference

Like Cory

More rice exports

Mike A on Corona: He's a 'very upright man'



PROSECUTION TEAM SCORES ON DAY 1

Going after friends

Law school professor clashes with 'student'

Defense decries Drilon prosecution 'rescue'



STAR WITNESS

Aquino prepared to authorize release of CJ's tax records

Cross-check SALNs

Cuevas shrugs off conflict of interest raps

JPE: No one can stop impeachment court now

CJ SALNs undervalued; 2 witnesses from Register of Deeds testify





Impeach court starts retracing CJ's ascent in the corridors of power



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Aplus Metro
Editor: Abelardo S. Ulanday

Did you know

[illegible]



Warehouse yields ₱1B worth of drugs

Operation in Caloocan City a huge blow to major drug syndicate, says PNP chief

DAYS after three medium-sized drug laboratories were discovered to be operating in the exclusive Ayala Alabang Village in Muntinlupa City, authorities raided another one in Caloocan City yesterday which yielded 200 kilos of semi-processed shabu or methamphetamine hydrochloride.

[illegible]





SMUGGLED 'UKAY-UKAY'





Marikina opens facility for recyclable waste



MULTITASKING

3 men die in shoot-out with police

Major Metro roads to undergo repairs

METROBRIEFS

'Salvage' victim identified by sister

Man shot dead



RUNAWAY BIG RIG

₱15 million worth of smuggled 'ukay-ukay' from Hong Kong seized

Workers of agency that recruited maid found in bag to take lie detector test

Hollywood, Silicon Valley face off over piracy bill



WILD RIDE

No due process



ANTI-SOPA

'Bird, plant grieved for Kim'

WorldBriefs

Bird flu back in Vietnam, Cambodia, kills farmer, toddler

Musharraf urged to delay return amid threat of arrest

China closing Tibet anew to foreign travelers

Burma's new beat: Hip hop singer on Suu Kyi's ticket



SUU KYI

China sentences activist to 10 years over writings

The WORLD

RECORD-SETTING WALL STREET GREED

7 charged in $78-M insider trading

NEW YORK—Greed on Wall Street set a new record, federal authorities said on Wednesday as they unveiled a massive insider trading case charging a hedge fund co-founder with engineering a trade that earned a staggering $53 million in profits.

[illegible]



HE FACES AT LEAST 10 YEARS Level Global Investors LP co-founder Anthony Chiasson leaves Manhattan Federal Court in New York on Wednesday after posting bail on charges of insider trading. AP

[illegible]

'Organized corruption'

[illegible]

Office raid

[illegible]



Bringing *Sinulog* to the World





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Live Stream

[illegible]

Three-fold increase

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QR Code

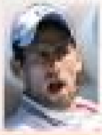
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Smart Sibat Pilipinas

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Editor: Teddyvic S. Melendres
Assistant Editor: Francis T. J. Ochoa

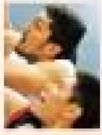
SPORTS



WHAT'S INSIDE

■ Williams, Djokovic cruise to 3rd round /A26

■ Frego, Big Chill seal s'final seats /A27



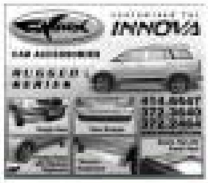
San Miguel enlists new ABL import

By Jasmine W. Payo

TNT, Powerade start title series



By Musong R. Castillo



Patrombon sustains Israel run

By Marc Anthony Reyes

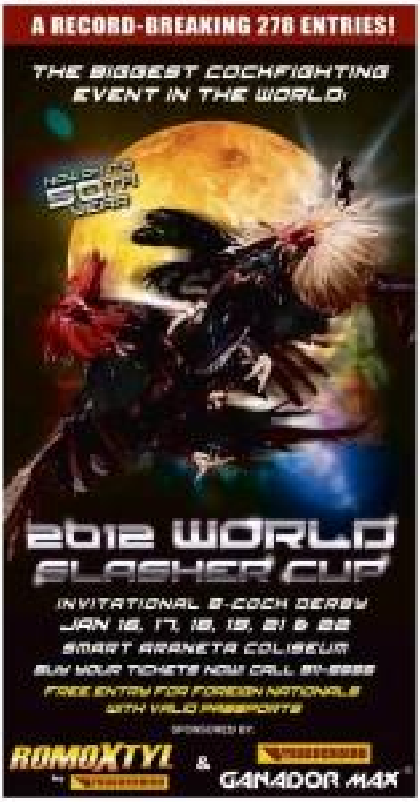
Barbosa, Gomez retain lead



BARBOSA

POC wants priority sports study

By June Navarro



Wizards silence OK City Thunder

GenSan hosts BIMP-Eaga Games

Huey-Ball ousts Karlovic-Moser



AUSSIE OPEN

Williams, Djokovic cruise to 3rd round

Mayweather donates $100,000 to breast cancer organization

Beckham stays with LA Galaxy

Mama Sita's bags football title



Landing in the Leyte sports academy

ONE GAME AT A TIME



Lagon entries pace World Slashers Cup



Freego, Big Chill seal s'final seats

By Cedelf P. Tupas

Ali turns 70; US Olympic cage hopefuls down to 20

SOUTHPAW



Percy D. Della



SA UNDERDOGS
SA HEAVYWEIGHTS
POWERADE TIGERS
VS
TALK 'N TEXT
TROPANG TEXTERS
GAME 1
JANUARY 20
6PM LIVE
SAN KA?
PBA
FINALS
KAMPIHAN NA!
GARY DAVID
PLAYOFF SCORING LEADER
JAYSON CASTRO
FLOOR GENERAL
LIVE MULA SA DIGOS CITY, DAVAO DEL SUR!
AKTV on IBC 13

IN THIS ISSUE

BUSINESS

Bangko Sentral cuts key policy rates

INDICATORS

PESO-DOLLAR RATE
Jan. 19, 2012
43.500



STOCK MARKET
Jan. 19, 2012
▲22.75



Stocks continue to surge

Move to counter impact of crisis in Europe

THE BANGKO Sentral ng Pilipinas has cut its key policy rates by a quarter of a percentage point, a move intended to boost the growth of the domestic economy and counter the adverse impact of a prolonged debt crisis in Europe.

BOP surplus eased to $10.18B in '11

Gov't seeing clearer signs of higher growth



Pagcor revenue hit record high of ₱37B in '11, up 16%

By Doris C. Dumlao

Robust gaming operations improve profit

Damaged reputation

Corporate securities info



Raul J. Palabrica

Precaution

Presumption

Reputation

Philippine Stock Exchange

Bangko Sentral . . .

Gov't seeing . . .

BOP surplus eased . . .

Currencies

BIR '12 collection goal set at ₱1.06T

[illegible]



HENARES

[illegible]

DBM taps tech firm to improve operations

[illegible]

Asian economies seen to slow but will avoid slump

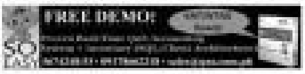
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MoneySwap upbeat on PH debit, prepaid card market

[illegible]

East West Bank building up capital to ₱20B

[illegible]









Republic of the Philippines
DEPARTMENT OF LABOR AND EMPLOYMENT
National Capital Region

NOTICE OF FILING OF APPLICATION/S FOR ALIEN EMPLOYMENT PERMIT/S (AEP/S)

[illegible]

BANGKO SENTRAL NG PILIPINAS
BIDS AND AWARDS COMMITTEE

INVITATION TO BID

[illegible]

Republic of the Philippines
DEPARTMENT OF AGRICULTURE

INVITATION TO BID

[illegible]

Republic of the Philippines
DEPARTMENT OF AGRICULTURE

INVITATION TO BID

[illegible]

EMBAJADA DE ESPAÑA

Second Publication of Notice to Bidders

The Embassy of Spain in Manila has the honour to offer for sale at a public auction the following real estate property:

LAND WITH A COMMERCIAL BUILDING

Location	58 Paseo de Roxas Avenue corner Jupiter St., Barangay Bel-Air, Makati City
No. of Storeys	Four (4) with basement and roof deck
Zoning	Commercial use
FAR	14.1 maximum
Land Area	543 sq.m.
Floor Area	1,389.82 sq.m. (estimated)
Owner	Kingdom of Spain
TCT	No. 219697

This commercial property is being offered for sale at a PUBLIC AUCTION by the Embassy of Spain for a minimum bid price of 369,535,000 Philippine Pesos. Payment of bond is not necessary in order to bid. The winning bidder shall then be required to put up a bond.

All bids must be received by the Embassy of Spain not later than 31 January 2012.

For more details on the public auction, please visit the official website of the Embassy of Spain at [illegible] or call [illegible].

Republic of the Philippines
ROAD BOARD
OFFICE OF THE CHAIRMAN

INVITATION TO BID FOR THE NATIONAL ROAD LIGHTING PROGRAM

[illegible]

Republic of the Philippines
BIDS AND AWARDS COMMITTEE

INVITATION TO BID FOR

[illegible]

NOTICE TO ALL MANUFACTURERS/SUPPLIERS OF ELECTRICAL MATERIALS AND EQUIPMENT, AND PROJECT CONTRACTORS

RESCHEDULING OF MEETING FROM TUESDAY, 24 JANUARY 2012 TO:

DATE	:	FRIDAY, 27 JANUARY 2012
TIME	:	9:00 AM TO 11:30 AM
VENUE	:	QUEZON CITY SPORTS CLUB, INC. E. RODRIGUEZ SR. AVE., QUEZON CITY
AGENDA	:	MATERIAL REQUIREMENTS FOR BARANGAY AND SITIO ELECTRIFICATION PROJECTS

CONFIRMATION OF PARTICIPATION HAS BEEN EXTENDED TO 25 JANUARY 2012. PLEASE E-MAIL THRU ADDRESS [illegible] or TEL/FAX NO. [illegible]

DETAILS CAN BE SECURED FROM ANGELICA B. [illegible] AT THE OFFICE OF THE CORPORATE AND ELECTRIC COOPERATIVE TRAINING (OCECT) AT TELEPHONE NOS. [illegible]

REGISTRATION STARTS AT 8:00 A.M.

(Sgd.) EDITA S. BUENO
ADMINISTRATOR

PROFESSIONAL SERVICES

REAL ESTATE FOR RENT

CAR LOAN

GENERAL ITEMS FOR SALE

REAL ESTATE FOR SALE

MUSICAL INSTRUMENTS

HOUSE & LOT

WANTED TO BUY

CONDO/TWNHSE

LOT

REAL ESTATE FOR RENT

PUBLIC NOTICES

CONDO/TWNHSE

LEGAL NOTICE

MINDANAO AVE.

EMPLOYMENT OPPORTUNITIES

TRANSPORTATION FOR RENT

CAR LOAN

FEMALE

DEPARTMENT OF LABOR AND EMPLOYMENT

NOTICE OF FILING OF APPLICATION FOR ALIEN EMPLOYMENT PERMIT (AEP)

NATIONAL CLASSIFIEDS

More Classifieds on page...

Supreme Court of the Philippines B4

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Recording Assistant
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System Engineer
Cableman

All resumés must be personally submitted at the

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Loyola Heights, Q.C.

INVITATION TO BID

INVITATION TO BID FOR SECURITY SERVICES REQUIREMENT

OBITUARIES

Victorina "Sister Vicky" Ermelina Limpe

Message of Thanks

ANTONIO P. TABANIAG

Victoria Francisco Gutierrez

Herminia Baquizal Punzalan

peacefully joined our Lord and her husband, Col. Francisco N. Punzalan (ret.) on January 17, 2012 at the age of 94.

Her remains lie in state at St. Alphonsus de Liguori Parish, Magallanes Village, Makati City.

CARLOS A. AZARCON, JR.

"I am the resurrection and the life. He who believes in me will live even though he dies."

John 11:25

Fe Sofia Molina Cabrera

"I have fought the good fight, I have finished the race, I have kept the faith." (2 Timothy 4)

BUSINESS

DBM confident PH will attain 5-6% GDP growth

PH credit rating seen to improve

Budget deficit likely to stay within gov't forecast range

RCBC raises $200M in bond sale

BMW bucks PH industry sales trend

Funding coconut farmers

COMMENTARY

Landbank

New land

BUSINESS *Friday*

TV ad maker of the year (and cost of commercials)

RESEARCH from Omnicom Media and AC Nielsen, say that while TV ownership is 97 percent, penetration rate is 100 percent.



ARBY PE-Tamas, better known as "RF" Benaza, President and CEO of Revolver

> Other than Benaza, Revolver has one of the best ensembles of directors in one house, each with his own sterling credential.

TV commercials 101

The process

TV commercial makers

People, Events & Products

Rousing Philam Life welcome rites for Chinese New Year

Purefoods Hotdogs upholds the value of fun



SM Food Court rewards diners with Chevy cars



New rules seen to boost Halal industry

UFS moves to fight food wastage



SIEMENS UPGRADES MDH EQUIPMENT

Support aired for Cancer Consciousness Week

Pag-IBIG housing offers restructuring of loans

Your forgotten customers

Marketing Rx

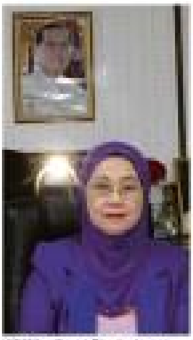
Dr. Ned Roberto & Andy Roberto

Internal marketing plan

Your internal customers—the forgotten customers

HR as internal marketing management

Halal accreditation guidelines to boost PH Halal industry





Going back to Antipolo

Baking and bread making seminar set

Retirement tourism . . .

BUSINESS *Friday*

Boutique hotel with a heart

Text and photos
by Arnaldo Ma. Guerrero
Contributor

AT THE Nichols Airport Hotel in Quirino Avenue, Parañaque City [illegible]







"A college degree will not give you character, breeding."



[illegible]

Retirement tourism, a new niche market

By [illegible]
Contributor

THE UNITED States has a visa waiver program (VWP) with 36 participating countries. [illegible]



[illegible]

Editor Thelma Sioson San Juan

LIFESTYLE Fashion & Beauty

Contributing Editors Jenni Epperson and Ria Francisco-Prieto



Terry Madrigal: Style, substance and social conscience

'I've been very lucky in my life. If I can do something, I should,' she says of her efforts in Unicef, cancer foundation and building classroom for inmates

By Margo C. Enriquez
Contributor

IN HER TRADEMARK ladylike manner, property developer and charity patron Terry Ann Moss Madrigal sits like a princess at the hotel lobby. The 47-year-old American is on her way to work out with her longtime personal trainer Wendy Dasal.

She is in a checkered belted dress by the UK brand Anu, which she says is "inexpensive." It looks elegant and unpretentiously pulled together with a brown Chloe bag, Dior sunglasses, silver hoop earrings, a blue stone pendant necklace and Loeb Stark strappy heeled sandals.

A bold silver grey Swatch not only makes an edgy fashion statement but also a social one. The purchase of the Winter Moon edition is Terry's support for her husband's goddaughter Alexandra Madrigal Eduque, Youth Council president of Habitat for Humanity.

Married to a scion of one of the country's old families, Terry is CEO of the family business, Madrigal Properties. (Husband Gonzalo is the president while his brother, Vicente II, is the vice president.) She is admired for her uniquely American style, that sleek East Coast look, a combination of patrician ease with a dash of quirky retro glamour.

She is embarrassed to mention brand names. "I like fashion, but I like it for fun. It's not the be all and end all," she declares.

Out of Africa

Like many accomplished women, Terry's life revolves around family, work and causes.

TERRY C3



La Vita, A medallion for every woman

EVERYONE hopes to welcome the Year of the Dragon on a truly auspicious note. This Lunar New Year, Jewelmer celebrates and invites good luck with the La Vita collection. Beauty and dynamism come together as the forces of nature sparkle and shine like never before. A mystical collection of four breathtaking medallions embodies the primal, powerful elements of life. Each piece is an exquisite symbol of a universal force, capturing a jewel of pure energy as it moves gracefully within the dazzling circle of life.

The four breathtaking medallions of blazing fire, cascading water, blowing air, and solid earth hang suspended from 18-Karat gold chains. Each talisman is a deep symbolism of a core element and its inherent strengths that propitiously welcomes health and prosperity. For details, visit www.jewelmer.com



Fire

Invite trailblazing leadership that brings untold success with the fire medallion. Clever wit and the drive toward achievement will truly make you a winner in life.

This pendant is composed of one (1) golden Philippine South Sea pearl set with 16.99 carat sapphires, spessartite, and topaz in 18-Karat yellow gold.



Water

Expand your personal relations and communications with your serene calm and deep insight while donning your water medallion. Increase your sensitivity to the ebbs and flows of the world, making you an asset in any situation.

This pendant is composed of one (1) white South Sea pearl set with 1.762 carat blue topaz and 0.62 carat diamonds in 18-Karat white gold by Jewelmer.



Air

Be one with the world you live in and invoke the fundamental life force of Qi (chi) with your air medallion. With your vital energies properly nurtured, you can be sure to face anything in the New Year.

This pendant is composed of one (1) white South Sea pearl set with 1.332 carat blue sapphires and 0.186 carat diamonds in 18-Karat white gold by Jewelmer.



Earth

Encourage foresight, stability, and logic with the indomitable earth medallion. The right amount of practicality and persistence can only lead to good fortune in the Year of the Dragon.

This pendant is composed of one (1) golden keshi pearl and one (1) golden Philippine South Sea pearl set with 1.142 carat green topaz and 0.04 carat diamonds in 18-Karat yellow gold by Jewelmer.



BAREBACK



FULL BANGS



WESTERN



SEXY TORSO



BEST DRESSED

At the Golden Globes, less has more impact



MINIMAL MASTERPIECE

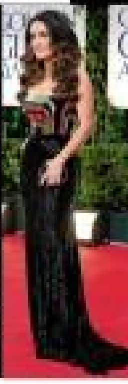


HAIR BAND

Winners



ART DECO







JANE FONDA AT 72

Chinese New Year party

WHAT'S UP

"The God Stealer" at FEU

Teacher workshop



NEW CUT FOR THE NEW YEAR

Terry Madrigal: Style, substance…

From page C1







Being CEO

Private service

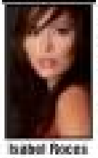
Chanel and Keds


Kahit iba ang taste ko
Globe gets me.
ENJOY YOUR GLOBE
Your way
Globe

The best haircut for you? Take it from Jing Monis

'Women wanting to go short can take Emma Watson's pixie cut as their peg'

BACKSTAGE PASS

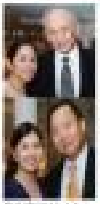


Isabel Roces

IF YOU'RE up to date with local celebrity style, then you're definitely heard of the name Jing Monis. Jing is Manila's hairstylist to the stars and with the amount of buzz his name creates, he might as well pursue a career in show biz.



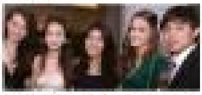
JMG Monis Salon has a suburban yet classy feel, with pristine white walls and modern detailing.


CHUCHU Madrigal and Mandy Eduque, Flo and Alice Lichaytoo


NINA Laurel, Camille Delgado, Lynn Yu, Sofia Bennett, Angela Sy, Alessa Lopez


KEVIN Yang, Faust Prepkar, Christian Santos, Jonathan Marte, Anil Daryani, Hong Kai Tan, Alonzo Vicuña


CHRISTINA Francisco, Ka Young Lee, Sophie Segall, Dinesh Mahtani, Henny Zobel


SAMANTHA Ramos, Christina Francisco, Isabel Francisco, Andrej MacCarthey, Gabby Ayala

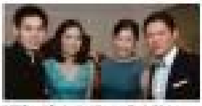

JAIME Zobel de Ayala, wife Lizzie Eder and daughter Henny Zobel, celebrator Isabel M. Francisco with parents Irene M.F. and Dr. Randy Francisco


DOUGLAS Ramos, Robert Francisco, Ed Angeles, Cristina Martel


MO, Francesca Tanchanco, Isabel Francisco, Bambina Jacinto


PATSY Francisco, Marily Tuason, DJ Lopez, Belen Ticzon-Martel

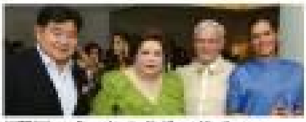

SANDRA Chung, Anil Daryani, John Tiradan, Serina Santos. Seated: Michael Shaw, Zachary Fernandez, Sam Burwood, Henny Zobel


MIKE and Catherine Hwang, Kathy Yap Hwang, Anton San Diego

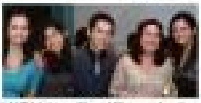

BIRTHDAY girl Isabel M. and proud parents, Philippine Tatler publisher Irene Martel Francisco and top cardiologist Dr. Randy Francisco


MALOU and Oscar Rodriguez

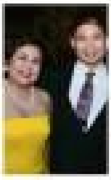

MONICA Dizon, Bambina Jacinto. Seated: Joanne and Robert Francisco


ANTON Hwang, Baron Angeles, Mari Bonin, Alice Hwang


TOBY Martel and son Paulo Martel


LAURA Lehman, Monica Villanueva, Jonathan Matias, Carla Ramos, Dina Mahtani

Smashing debut, luxe home store opens


SUPER couple, Bobby and Isabel Yap


MONIQUE Lhuillier-Bugbee, Kaye Tinga and Andy Vasquez Prada


JOY Francisco, Maria Kalighas, Mia Borromeo

WITHOUT BATTING AN EYELASH

Maurice Arcache



Photos by Alex Van Hagen
powered by NIKON PMAC 2011

SUPER ACHIEVER and top golfer Isabel Mariel Francisco recently turned 18 and was introduced to society at the upscale Red Room of the Makati Shangri-La.

The debut bash was exquisitely supervised by her mother, the publisher of Philippine Tatler magazine, Irene Martel Francisco. She saw to it that everything went perfectly well, from the to-die-for dinner menu and desserts to the short speeches, dahlings, by family members, the celebrant's close pals and classmates, who all came in full force.

For cause, the bash was held on the birthday of the celebrant's father, top cardiologist Dr. Randy Francisco, as well as the birthday of her close pal, Henny Zobel.

Eye-catching floral arrangements of pink roses, fuchsia [illegible], light pink carnations and green hydrangeas set the tone of the debut party.

The party started off with cocktails, as DJ Mori Mirasola played chill music. Dinner followed and while dining, a PowerPoint presentation made by the debutante's mother played in the background, showing memorable moments in Isabel's exciting growing up life, dahlings.

In the end, Randy gave a toast to his daughter. Isabel's [illegible] Jaime Augusto Zobel also gave a toast.

"Irene and I are extremely thankful and grateful [illegible] Isabel has grown up to be such a fine lady with an admirable sense of commitment to causes and projects she values that includes the Habitat for Humanity projects," said Randy.

After the ceremonies, the invitees [illegible] indulged on the [illegible] but superb dessert buffet. Later the younger set chilled to Fever for a night of more dancing and celebrating.

To Isabel, may all your dreams of happiness, good health and success come true!

Cheers, dahling!

W/17

Most of Manila's elite socialites ushered in a prosperous 2012 in stylish elegance at W/17, amid a backdrop of class and sophistication that thoroughly defined the luxe home store.

Hosting the affair were top interior stylist Andy Vasquez Prada and vibrant and smart Kaye Tinga. The two business partners [illegible] up at their swanky home store that had all the invitees agog over this gorgeous warehouse, converted into one of the best home furniture and furnishing stores in town.

It was the perfect way to ring in what the business partners called as "luck and prosperity in the Year of the Dragon," within a [illegible] setting.

W/17 was, indeed, the perfect place to see and be seen to walk in its rich awesome collection of furniture and home decor.

The grand opening became an instant store tour as Andy and Kaye gladly showed the invitees the beautiful pieces displayed inside W/17.

The store actually had a soft opening last December, which also became the venue for a birthday bash for lifestyle entrepreneur [illegible].

Andy and Kaye said their store answers the need of homeowners "who want luxury inside their homes at an affordable price."

"With our bespoke approach to homes," they said, "we at W/17 inspire customers to achieve individuality for their homes by letting them customize the pieces that they want."

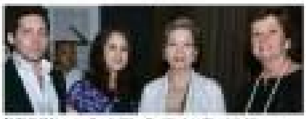
"The store itself is a showcase of East and West, modern and old-world, so customers will definitely have a wide range of pieces to choose from," they added.

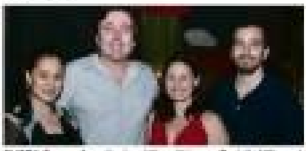
"We are [illegible] that W/17 stays true to fair trade principles while helping local communities, who are into furniture-making, keeping in mind the value of social responsibility," Kaye Tinga happily told us.

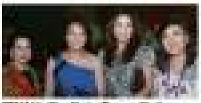
Gracing the formal opening of W/17 was internationally renowned designer Monique Lhuillier-Bugbee, who was in town for the holidays with her very [illegible] hubby and business partner, Tom Bugbee.

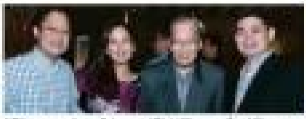
The woman behind the scenes was [illegible], vivacious Southern belle Marietta Sangreen Vasquez Prada. She had overseen the preparations for the grand opening. Despite working overnight, she looked fresh as a rose during the happening.

Check out W/17 on 2241 Ax Pasong Tamo [illegible] Makati City.

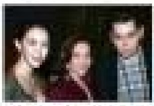

ENRIQUE Vasquez-Prada, Vilar Castillo, Ana Olondriz, Mirasol Barragan-Testa

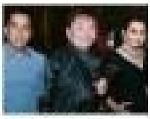

RHODA Campos A. and husband [illegible], Danielle Miller and husband Lucas Frank


CONA Lhuillier, Tiying Dragon, Marilen Gonzalez Elizalde, Maritess Mendoza Planella


BEN [illegible] Anton Pabros and Trish Villanueva, Bert Villanueva and Rep. Freddie Tinga


TOP PROPERTY consultancy firm Jones Lang LaSalle Leechiu donates P1 million to the Philippine National Red Cross for the victims of Typhoon "Sendong." Present at the check turnover: JLLL CEO Lindsay Orr, PRC Fund Generation Department's Hannah Balderama, Red Cross governor Carissa Coscolluela, operations director [illegible], associate director for human resources Maria Teresa S. Rivera


CARLA Humphries, Marisse Gregorio Vasquez Prada, Raymond Gutierrez


BRIAN Lim, Anton Mendoza, Amparito Llamas Lhuillier

Red Cross to the rescue

Multi-faceted former [illegible] and now Philippine Red Cross Governor Carissa Coscolluela spearheaded the organization's relief efforts for victims of Typhoon "Sendong" in Cagayan de Oro and Iligan.

Carissa went on a charity tour raising millions of pesos and [illegible] relief goods to provide the needs of the victims of the disaster.

She was able to tap the generous hearts of her family and close friends, such as her [illegible] Museum Foundation.

Also contributing to the fund-raising campaign were the [illegible] through Ayie Gualberto and Michelle Santiago, employees of the Asian Development Bank, led by [illegible]; [illegible]; the [illegible] of Bataan headed by [illegible]; Mayor [illegible]; Hong Kong Shanghai Banking Corp. through Candy Ting.

Bravo to the Philippine Red Cross and its volunteers and staff, headed by its energetic and hard-working chair, former Sen. Dick Gordon, who makes sure that the Red Cross is "Always first. Always ready. Always there."

Take that well-deserved bow, Red Cross.

splash direct sales

Splash has become an undisputed leader in the Retail Market for the Whitening and Exfoliant Categories with its Megabrands Skin White and Maxi Peel. The same expertise will be extended into the Direct Selling market pushing for its continued growth and strengthening its hold in the industry through the department's Megabrands Seriously White and Extraderm.

With the re-launch of the corporate brand, Splash adopted a corporate tagline "Look, Feel, Live Better". The last aspect "Live Better" greatly encompasses the role of Splash Direct Sales in the company. The founder, Dr. Rolando Hortaleza and Dra. Rosalinda Hortaleza has always been in strong support of entrepreneurial classes and this new division is the depiction of his passion towards enriching the lives of many Filipinos. By offering a sustainable and rewarding livelihood opportunity, Splash aims to touch lives of thousands of Filipinos, enabling them to truly live better.

Splash Direct Sales offers the most innovative range of personal care products in the Direct Selling market. In fact, Splash is the only Direct Selling Company with an in-house research institute (Splash Research Institute) packed with advanced technologies and innovative minds generating highly relevant and breakthrough products. Aside from this, Splash Direct Sales offers the highest earning opportunities, rewarding dealers with rebates and commissions which can compete head on with other direct selling companies. Furthermore, the Direct Selling Team continuously ensures serving the needs of its dealers with activities and promotions guaranteed to support their requirements.

On its journey to 2012, Splash Direct Sales continues its promise of making accessible, innovative, high-quality and value personal care products for every Filipino. In line with this, the movement of Extraderm from Retail to Direct Sales, the launch of the first-ever Powder Hair Dye in the Direct Selling industry and the launch of new products under Seriously White and Biolink marks the big, bold move of Splash for this coming year.



Extraderm In A New Light

[illegible]



Seriously White Never Got This Serious

[illegible]



Splash Does It All With Cover All

[illegible]



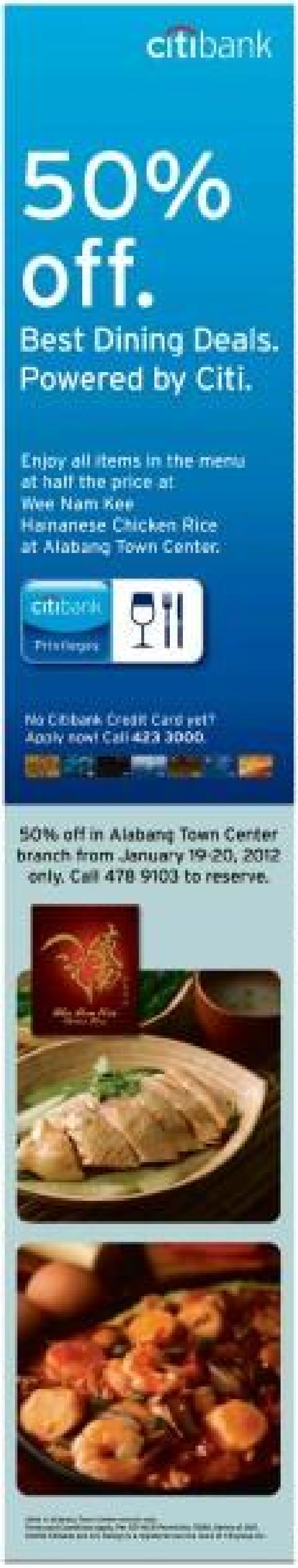
Naturally Healthy Skin with Biolink

[illegible]



Fear Free Baby with Baby Spa

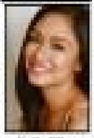
[illegible]



Makeup forecast for 2012: Bold and cheery

Makeup takes inspiration from ice-skating, with lots of sparkle and shimmer

TRICKS OF THE TRADE



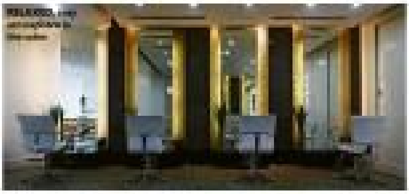
Kelly Misa





The best haircut for you? Take it from Jing Monis

Adjustments



Humidity-resistant serum







Plastic fantastic?

Having a credit card doesn't make you rich. It only makes spending easier

[illegible]

'Life's a party! Live it up, drink it down, laugh it off. Avoid the nonsense'







Student, wakeboarder and part-time model James William McDermott remains enthusiastic about school and a whole lot of other stuff

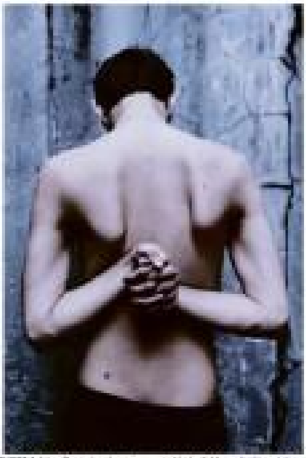
An unlikely outcome

UP graduate's fashion photos featured in Vogue Italia

Young photographer Adrian Gonzales used social networking to land a prestigious fashion gig









Finding art in photography

Where old is gold in *shopping*

Little Miss Dress Up goes to London and gives us a lowdown on vintage shopping

By Rosanna Ansusa
Contributor

I'VE ALWAYS had an affinity for vintage. While most girls swoon over Topshop's latest mini-dress, my day is made by a pearly dress that screams "Dynasty," or a blouse that seems to belong to grandmother. I love breathing new life into something old, borrowed and, most of the time, ugly.

[illegible]

Moving to London and being exposed to its incredible vintage scene is such a treat for me. [illegible]





A VINTAGE trader during Brick Lane's Sunday market.



VINTAGE cameras being sold at the Portobello market.

1. Beyond Retro

58-59 Great Marlborough St., Soho, W1

[illegible]

2. Blitz

55-59 Hanbury St., E1

[illegible]

3. Brick Lane Market

Brick Lane, E1

[illegible]

4. The East End Thrift Store

[illegible]

5. Portobello Market

Portobello Road, Notting Hill, W11

[illegible]







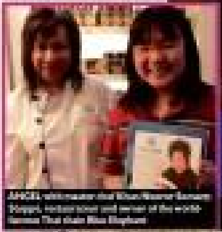
Floats as art, conscience, punchline



San Beda celebrates 'Frolics' with annual car show

Bangkok bounces back from the floods

'Some of the residents and shop owners have kept their sandbags for fear that the floods might come back—while others have just been too plain lazy to get rid of them'











BLUE Elephant's authentic Pad Thai

ENTERTAINMENT

Three Pinoy films in Thai fest

[illegible]

More notes from the Golden Globe red carpet... and who made a beeline for the bar

ONLY IN HOLLYWOOD

Ruben V. Nepales



LOS ANGELES—Our interaction at the red carpet entrance in last Sunday's Golden Globe Awards was to ask arriving guests for their IDs only if they didn't look familiar. Well, an assistant helping us asked Rupert Murdoch for his ID. Before we could say, "Not necessary," the media tycoon had whisked it out.

The VIPs were patient and cooperative as they fished for tickets and IDs in their pockets or expensive designer purses. No one showed attitude. Some just asked if they needed to keep their IDs out.

Among the men, a popular accessory was the money clip. Many of these accomplished guys had IDs, dollar bills and credit cards on clips!

Thrill ride

The women all preened and turned effortlessly before the photographers who kept screaming their names. But before they hit that area, stylists did last-minute checks and tweaks on their clients' looks. Rooney Mara, best actress drama nominee ("The Girl With the Dragon Tattoo"), stood still as her stylist did just that.

You know what came to mind as these gorgeously dressed folks, admitted by us to go through the metal detectors and then to the mad scene where the red carpet photographers, reporters and platform hosts were? It looked like they were about to go on a thrill ride in an amusement park. Everybody, including Uggie, the scene-stealing dog in "The Artist," walked on a single pathway just like at Disneyland or Magic Mountain. Okay, the thrill and the nerves were probably more heightened, especially with the excitement added by the screams of the fans in the bleachers and for many of these bold-faced names, the prospect of winning one of those Golden Globes.

Who sits where

The seating plan inside the ballroom and the logistics to get to that glamorous evening had taken weeks to iron out. Work on who sits where started right after the nominations announcement last Dec. 15 through the holidays and post-holidays.

Angelina Jolie's devotion and gratitude to the actors in her directorial debut, "In the Land of Blood and Honey," was so strong that she brought Goran Kostic, Zana Marjanovic, Rade Serbedzija and Vanessa Glodjo to the glittering event. The thespians, who turned in nuanced performances under their neophyte but talented filmmaker, were among the guests who packed the



ELTON John (right) and partner David Furnish (center) with NBC's "Nightly News" anchor Brian Williams. [illegible]



NICOLE Kidman with Keith Urban (behind her, partly hidden) on the red carpet

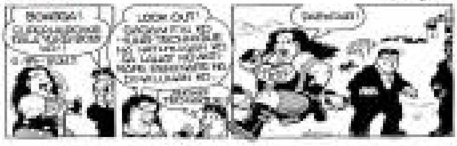
GARFIELD — BY JIM DAVIS



A. LIPIN — BY JESS ABRERA



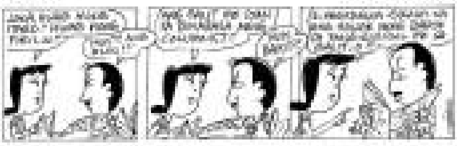
PUGAD BABOY — BY PM JUNIOR



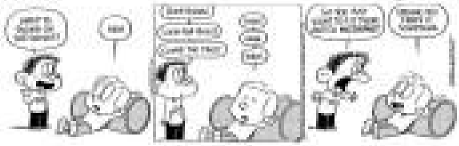
DICK TRACY — BY JOE STATON AND MIKE CURTIS



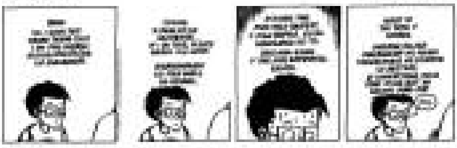
LOVE KNOTS — BY ELIZABETH CHIONGLO



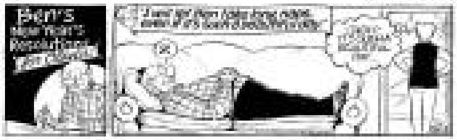
BABY BLUES — BY JERRY SCOTT



KIKO MACHINE — BY MANIX ABRERA



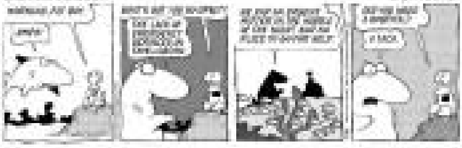
BEN — BY DANIEL SHELTON



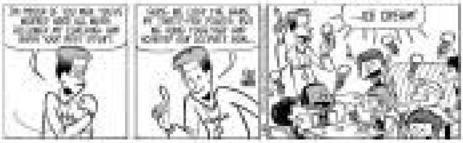
MUTTS — BY PATRICK MCDONNELL



SHERMAN'S LAGOON — BY JIM TOOMEY



DUSTIN — BY STEVE KELLEY AND JEFF PARKER





HOROSCOPE

BY FRANCIS DRAKE

CONCEPTIS SU DOKU

HOW TO PLAY SU DOKU

Concepts Sudoku

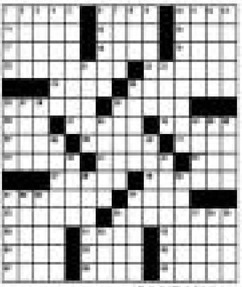
	5				6		7	
7	1				9		3	8
					4			
						5	9	1
2	7	6						
			9					
8	4		1				6	9
	3		7				4	

Difficulty Level ★★★★

CROSSWORD PUZZLE

ACROSS

DOWN



More notes...

First big night



TILDA Swinton, red carpet standout as usual

More notes...

From page F3

parties. At many tables with nominees, they toasted, win or lose, with Moet & Chandon champagne (large bottles on each table, replenished immediately when emptied) after their categories were done. That meant they could breathe more freely and relax a bit more. For the record, there were also bottles of white and red wine on each table.

At the Sony Pictures party in the hotel's penthouse, Bono, Stephen—one of several bashes held simultaneously right after the show within the Beverly Hilton complex—several guests took turns posing with the Golden Globe won by Iran's "A Separation." The director, Asghar Farhadi, and lead actor, Peyman Moadi, cheerfully allowed the guests, including Filipino designer Alan del Rosario to hold the trophy, which was surprisingly heavy.

As we wrote Tuesday, Alan and Oliver Tolentino, finalists in the first and second Ocean Designer Challenge, respectively, met for the first time on the red carpet last Sunday. Alan designed the gown worn by someone close to this columnist's heart.

Oliver's gown on red carpet reporter Stuart Brazell and former Elle Décor editor [illegible] journalist Margaret Gardiner turned heads. And, if you may indulge this proud father, my daughters Nikki and Ellie took my breath away when I first saw them in their Oliver Tolentino gowns that perfectly reflected their distinct personalities.



IN A super-tight gown, Lea Michele manages to get into a golf cart

Even in her tight and revealing Marchesa gown, "Glee's" Lea Michele somehow managed to get on one of the golf carts taking guests to the Fox party. The sight of the golf cart reminded me of tricycles back home in my province, Pangasinan. With my body, especially my feet, exhausted, I wished I were on a tricycle, heading back to Kabeo in Calasiao, Pangasinan.

(E-mail the columnist at rvasquezpdi_23@yahoo.com. Follow him at http://twitter.com/nepalesthebest.)



LEO DiCaprio is interviewed on the red carpet



"W.E." director Madonna and her lead actress, Andrea Riseborough



ACTOR Dustin Hoffman turns into a fan, takes photos of Madonna



"THE GIRL with the Dragon Tattoo," Rooney Mara, being prepped for the walk



BRAD Pitt approaches press area for a brief interview

ENTERTAINMENT



'Bourne' here because 'you know how to make movies'

By Marinel R. Cruz

MANILA was chosen as one of the locations for Tony Gilroy's spy-thriller "The Bourne Legacy," because the producers wanted to take advantage of its "efficient film infrastructure."

Another Pinay in Asian Oscars

Shamaine Centenera-Buencamino joins Eugene Domingo with best supporting actress nomination









Why TV viewers are drawn to stellar tandems



4 Pinoy indies now in Berlinale

Maverick filmmaker competes with a short in Germany and debuts a full feature in the Netherlands









Charice's ma Raquel turns '18, not 40'





Visayan Festivals

Even before the country's tourism department adopted the slogan "It's more fun in the Philippines" recently, any of the millions of spectators who have been to the many resplendent festivals in the Visayan region would agree with on this point.

January is a busy month for the people of Visayas—and the festival lovers, both local and foreign—with some of the most colorful, most exciting, and much anticipated festivals in the country held at the start of the year.

Among the glorious events are the Sinulog Festival in Cebu and the Ati-Atihan Festival in Aklan, both held on the third Sunday of January; and the Dinagyang Festival in Iloilo City, held on the fourth week of the month.

The three festivals, which have religious origin, are held, up to today, in honor of Señor Sto. Niño. Yet one cannot deny the festivals' economic importance, with the influx of domestic and foreign tourists who want to get a taste of the Philippine culture.

They say festivals are a fun way to showcase and discover the culture of a people. Fortunately for these three key cities in the south, they have deep and fun heritage they could all be proud of.

These three Visayan festivals, in this day and age, continue to symbolize the Filipino people's hope for a better tomorrow, a display of faith and perseverance that go beyond the merrymaking and festivities.

'Mother of all festivals' gets even grander

The Sinulog Festival celebrates Cebu's rich history and promising future

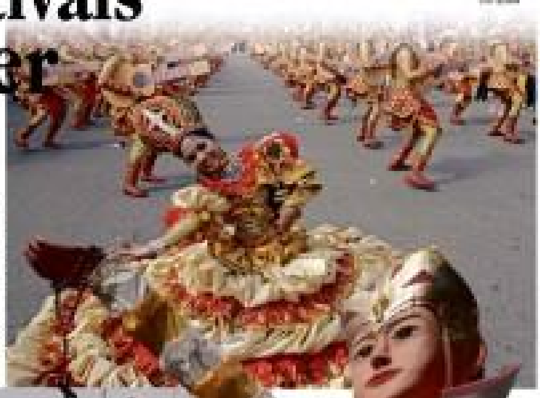
With several million devotees and spectators expected to participate at this year's Sinulog Festival in Cebu, it's no wonder many refer to it as the "Mother of all Festivals" not only in the Philippines, but the whole of Asia.

Now in its 32nd year, the Sinulog Festival 2012 features the theme "One beat, One dance, One Vision. Cebu : City of Culture" - further underscoring the Southern city's colorful history and its growing relevance in the region.

Over the years, the Sinulog Festival has evolved into a month-long exploration event that features fluvial parades, photo contests, beauty pageants, art exhibits, and singing and dance contests. There are also fun runs, music fairs and concerts, cultural shows, and fireworks displays, among many others.

The highlight of the grand celebration remains to be the Sinulog Grand Parade (Jan. 15, Sunday), which this year is broadcast live in a major television network (and the rest of the world through streaming online).

MOTHER [illegible]



PAGE National High School performs during the Sinulog 2012 Grand Parade in Fuente Osmeña.







'Mother of all festivals' gets even grander

From page 1

[illegible]









It's Sinulog!

When the Queen City bops and hops for the Señor Santo Niño

IT'S JANUARY. It's time for the grand revelry in honor of the Holy Child in the historic and colorful city of Cebu. For the festive Cebuanos, this year is the time to bring color and verve to the idea of "One Beat, One Dance and One Vision."

[illegible]



The fabled beat and bop

[illegible]

Airphil Express bolsters service, offers more new routes in its Cebu hub







Airphil Express corroborates its claim as the fastest growing budget airline in the country today via the continued expansion of its Cebu hub. Starting February 9, passengers can now fly with ease from Cebu to Cotabato (v.v.), Cebu to Kalibo (v.v.), Cebu to Legazpi (v.v.), Cebu to Surigao (v.v.) and Cebu to Pagadian (v.v.) via Airphil Express.

The additional five routes bring the current total number of Airphil Express's Cebu hub flights to 14, making the Queen City of the South a major hub for the budget carrier. Previously serviced routes include Cebu to Manila (v.v.), Cebu to Davao (v.v.), Cebu to Caticlan (v.v.), Cebu to Iloilo (v.v.), Cebu to Bacolod (v.v.), Cebu to Cagayan De Oro (v.v.), Cebu to Zamboanga (v.v.), Cebu to Tacloban (v.v.), and Cebu to Ozamis (v.v.).

"The move is seen to boost the number of flyers availing the services of Airphil Express," says Alfredo Herrera, Senior Vice President for Sales and Marketing. "With more additions in the number of routes and frequencies in daily flights in the pipeline, we are anticipating about 100 percent increase in the number of passengers this year or 8 million flyers in 2012," he reveals.

Airphil Express also experienced a remarkable growth in its customer base last year. From 2010's 3.8 million, it ballooned to more than 110 percent in 2011. The growth is attributed to its continuously increasing number of routes and the acquisition of additional aircrafts with bigger seating capacity. The company has also embarked on Adventours, an awareness building campaign that promotes its new routes by supporting domestic tourism.

"We don't only advertise the new routes, for instance, Caticlan. We also promote the experience behind a Boracay trip. That is, we hype up its food, its people and its culture," Herrera explains further. "Our Boracay route was a huge success because we marketed that route as part of our Adventours Package."

While Airphil Express also considers its much-anticipated regular Express Sales as a key contributor to the growth, it prefers to give more credit to its excellent customer service. "We also offer other intangibles like listening to the consumers and satisfying their needs. We were the first to offer the 24/7 customer support service," he says.

Herrera adds, "By taking taking advantage of emerging trends in social media, such as Twitter and Facebook, we are able to get in touch with our customers, and be responsive to their needs any time of day, any day of the week."

In line with the additional routes, Airphil Express is also continuously expanding its fleet. This year, it will add three 180-seater Airbus 320s, which can fly at a longer flight distance with lesser fuel consumption. This brings the total number of Airphil Express aircrafts to 11 Airbus 320, three Q300s and five Q400s.

The Cebu hub of Airphil Express is a separate hub dedicated to the city because of the immense volume of passengers shuttling in the region. The Cebu to Dumaguete and General Santos (and v.v.) routes fly three times weekly while the Cebu to Dipolog and Puerto Princesa (and v.v.) routes fly four times weekly. There are also daily services from Cebu to Butuan (and v.v.).

Airphil Express has gained patronage among budget-conscious travelers with its frequent Express Sales, which offers ultra discounted fares for featured destinations within a certain time period. Airphil Express also provides online booking with seat selection, online check-in, travel insurance, and pre-paid additional baggage. Traveling on Airphil Express is comfortable and safe with its young and reliable fleet of Airbus A320, Q300 and Q400 aircrafts.

One other first in the company's online service is the "manage booking" feature, which allows Airphil Express passengers to make flight adjustments like rescheduling and rerouting of previously booked tickets through www.airphilexpress.com.

Airphil Express currently has daily scheduled local trips to 30 destinations. They also serve the Manila-Singapore and Cebu-Hong Kong international routes. For bookings and inquiries about the latest travel promotions and services of Airphil Express, guests can go through www.airphilexpress.com. They could also keep in touch and provide immediate feedback to Airphil Express' 24/7 customer support team by following www.twitter.com/airphilexpress and/or liking facebook.com/airphilexpressph.

Cebu Pacific's guide to Central Philippines:

Cebu, Bohol, Dumaguete

Festivals and food, the Cebu way

More than just Chocolate Hills

Dumaguete's charm, time and time again

Celebration of the Christian faith





